



Tazo Tea and Starbucks Coffee: Delivering tea artistry and coffee passion in a single serve format



Overview of Single Serve

- *Current Market*
- *History*
- *Future Growth*
- *Next Generation*



*What is
single serve?*



Why Single Serve Delivery?

- *Fresh*
- *Fast*
- *No Mess*





Nespresso



Keurig K-cup



Starbucks Via



*Why All The
Excitement?*



Premium Single Cup KEURIG K-Cup

100 Million Packs Shipped in Q1





History of Single Serve . . .

*... 1908 Melitta Bentz invents
pour over with Melitta filter.*



*... 1959 K. Cyprus Melikian invents
first coffee pod.*



. . . 1986 Nespresso is introduced





Keurig K-Cup
1998



Senseo
2001



Tassimo
2004

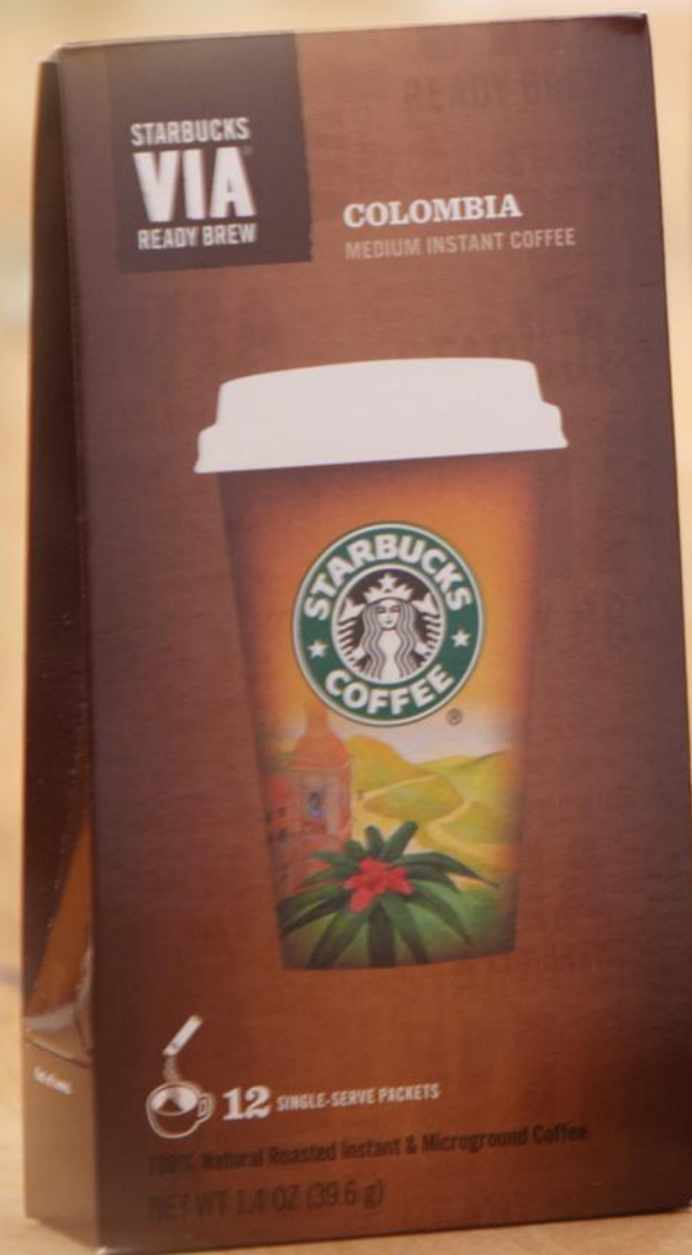
Clover Single Serve
2005





Premium Single Cup Soluble VIA 2009

\$250 Million in System Sales



Future Growth





Today 8% of Americans drank coffee prepared by single cup brewer or instant single pack.



*Ownership of
single cup brewers
increased from
1 % in 2005 to
7.5 % in 2011.*



*Homes containing
single brewers and
automatic drips:*

*52% use single brewers
46% use automatic drip*



Next Generation





We are at the tipping point of single serve in the United States.



Tea will continue to drive growth in single serve





*Driving expansion
to new categories
of hot and cold*





Verismo®
SYSTEM BY STARBUCKS



Seattle's Best
Coffee 



Thank You

